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I have been a satellite radio subscriber for about 6 months. In addition to living in a rural area with both limited genres and numerous deadspots, I do a fair amount of traveling. I have come to value both the choice and the consistency that satellite radio offers.

While I do not frequent the weather or traffic stations regularly, I have found them most useful when travelling to another city. With satellite radio I do not need to search for local traffic and weather updates. I have also come to value the immediacy of information that is so important when on a schedule. Due to this I oppose any attempt to limit my options in this regard.

On a larger scale, I urge you to preserve the fundamental right of choice. While commercial stations may lose advertising revenue from the competition that satellite offers, I have come to the conclusion that satellite radio is a viable outlet and may even be the wave of the future. Regardless, it is too early in its development to be stifled by regulation aimed simply at preserving the status quo for the benefit of the commercial radio constituency. Consider how our world has changed due to the ubiquity of e-mail and the internet. Had regulation interfered with its development, our present options would have been needlessly constrained. You now face a similar choice with respect to satellite radio.

I respectfully urge that you consider these comments and reject NAB 04-160 and further attempts to restrict the advancement of this valuable listening option.

David Medvidofsky